

# Brand and Regulatory Guidance

[Last updated on 6th May 2014]

## How should Pearson qualification titles appear on centre marketing material?

The approved Pearson title of a qualification is what will appear on each student's final certificate of achievement (i.e. Pearson BTEC Level 3 Certificate in Construction and the Built Environment (QCF)). Therefore the approved Pearson title should appear in all marketing and promotional materials to avoid any confusion for students or other stakeholders (such as universities or employers).

Abbreviations of the title may be used (e.g. L3 BTEC in Construction) but only where the full title that will appear on the learners' certificate is also clearly stated in the marketing or communication material.

## Are all Pearson qualifications Ofqual regulated?

No. Pearson offers both qualifications that are on the Ofqual register and also self-regulated qualifications for those qualifications that are only offered outside England. Centres must not market qualifications as being regulated by Ofqual if they are not.

If you have any queries about this please refer to the Ofqual register - <http://register.ofqual.gov.uk> or contact your local Pearson representative for further guidance.

## What's the best and most accurate way for centres to promote progression routes?

Pearson has a team dedicated to make sure every Pearson qualification offers a vast array of progression routes for learners. Progression routes, entry points, and entry requirements change on a regular basis, so Pearson does not publish a document listing confirmed progression routes. Pearson would not endorse a centre to list progression routes on a document or a website, as these progression routes might change. Pearson does not want to misinform students.

The best way to display progression routes is by encouraging students to visit Pearson's [Degree Course Finder](#) website. This website is updated every day and is the only place learners can find the most up to date progression opportunities open to them. If students have any questions or don't see what they're looking for, please encourage them to email [progression@pearson.com](mailto:progression@pearson.com).

## When can a centre start marketing a Pearson qualification?

Please note that a centre can only start marketing and recruiting students when they have been fully approved by Pearson to offer that particular qualification.